

THE SATISFACTION LEVEL OF STUDENTS FROM SCHOOL OF TECHNOLOGY MANAGEMENT AND LOGISTICS TOWARDS THE NEW UUM ONLINE LEARNING

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Abstract: The purpose of this research is to identify the satisfaction level among the students of School of Technology Management and Logistics towards the new UUM Online Learning. UUM Online Learning has evolved so much from Learning Management System to the current UUM Online Learning. However, some students from STML tends to be dissatisfied with the current UUM Online Learning due to some reason therefore this research was conducted to identify how frequently STML students uses online learning, the satisfaction level of the STML students and the reason why the students are dissatisfied. The main method used to conduct this research is quantitative study where data is collected through Google forms and analysed. In this method the dependant variable and independent variable which is the student's satisfaction level, ease of use, usefulness, content of the online learning and self-efficacy respectively are identified. At the end of the data analysis, it is identified that out of the four independent variable, 3 variables are significant which are the ease of use, usefulness and self-efficacy. The content of online learning variable is identified to be not significant in this research. At the end of this research, it is desired that UUMIT will be able to use this data in improving the UUM Online Learning thus satisfying the student's needs.

Keywords: Online learning, e-learning, blended learning, UUM online learning, learning management system

1. INTRODUCTION

Nowadays, is an era where technology takes over most of the industry and starting to improvise them. Education is one of the industry. Many changes have been implemented in this volatile industry, but the drastic improvement that has been done is changing the face-to-face setting to online learning. In Malaysia online learning have various versions such as online courses and blended learning. In UUM, blended learning is used throughout. Blended learning is a process where face-to-face lecture and online learning are used interchangeably. Online Learning in UUM has evolved from Learning Management System to what we know today as UUM Online Learning. In the year 2019, online learning was updated again and many students had a hard time facing that transition. Therefore, to identify and solve the problem a research was done on the satisfaction level of STML students towards the new UUM Online Learning. The objective of this research is to identify the frequency of STML student's using UUM Online Learning, the satisfaction level of STML students towards UUM Online Learning and the factors affecting their satisfaction level.

Online learning can be difficult to define. Some researchers prefer to describe online learning as a whole learning process, where the entire learning process or syllabus is covered throughout online and without face-to-face interaction. Whereas, some researchers defined online learning only as a medium that assist and aid in the learning process (Truong, 2016). The definition of online learning also states that anything delivered or mediated by an

electronic device to aid the learning process is considered to be online learning. E-learning term have also been used in many educational institutions interchangeably. (Al-Samarraie et. al, 2018). The blended learning process in University Utara Malaysia uses online learning in the form of student portal to assist each and every course offered to create an efficient blended learning process. The online learning in UUM is adopted from the concept of Learning Management System (LMS). As the year passes Learning Management System has evolved into the UUM Online Learning which we have today (Azizan, 2010)

2. METHODOLOGY

Quantitative study has been an effective method to collect the data on student's satisfaction and the factors affecting the student's satisfaction, thus completing this research. Quantitative study uses questionnaires and online polls to collect data from the respondents. Therefore, in this research a Google form was created containing all containing 6 dimensions. Those 6 dimensions that were included are demography of respondents which contains 5 items, ease of use, which contains 4 items, usefulness which contains 4 items, content of online learning which contains 4 items, self-efficacy which contains 3 items and finally the satisfaction of STML students towards the new UUM Online Learning. The Google Form were distributed through online and 100 respondents completed the survey. The SmartPLS3 was used to analysed the data. In this study, descriptive statistics and regression analysis have been used to explain the result.

3. RESULTS AND DISCUSSIONS

1st hypothetical question: How frequently does STML student uses UUM online learning? Based on Figure 1 it is identified that most of the students from STML use the online learning more than twice per week which accounts 75 percent of the total respondents. The least number of students who uses online learning is students who use online learning twice a month, which is 4 percent of the total respondents.

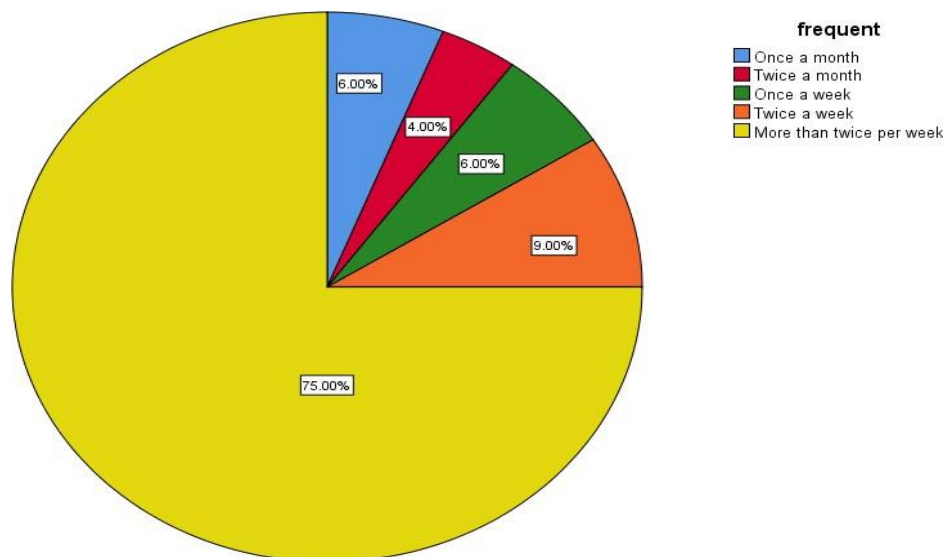


Figure 1
Frequency of STML student used UUM online learning

2nd hypothetical question: To identify the satisfaction level of STML student towards the new UUM online learning.

Table 1

Descriptive results of STML students satisfaction towards UUM online learning

Descriptive analysis	Value/Score
Mean	4.0067
Mode	4.0
Median	4.0000

Based on the Table 1, we can see the mean of the student's satisfaction towards the UUM Online Learning is 4.0067. We can deduct that most of the students are satisfied with the current UUM Online Learning.

3rd hypothethical question: To identify the factor affecting the STML student's satisfaction towards the UUM online learning

Table 3

Validation results

Variables	No. of item	Cronbach's alpha	Composite reliability	AVE
Ease of Use	4	0.835	0.888	0.667
Usefulness	4	0.825	0.884	0.657
Content of Online Learning	4	0.867	0.909	0.715
Self-efficacy	3	0.842	0.905	0.760
Satisfaction	3	0.845	0.906	0.764

Table 4

PLS analysis of relationship between student's satisfaction and ease of use, self-efficacy and usefulness

	Original Sample	T- Statistics	P-values
Content of Online Learning → Satisfaction	-0.010	0.089	0.929
Ease of Use → Satisfaction	0.257	2.511	0.012
Self-Efficacy → Satisfaction	0.375	3.766	0.000
Usefulness → Satisfaction	0.291	2.452	0.015

Based on the table 4, three dimensions have a significant relationship over the student satisfaction which are ease of use, self-efficacy and usefulness (p value = < 0.05). However, one dimension is not significant, which is the content of online learning (p value = >0.05).

4. CONCLUSION

In conclusion, the online learning plays a very important role in education at Universiti Utara Malaysia. Therefore, it is a must that the online learning development must be suitable for all the students to promote efficient and effective learning. It is identified that there is a certain dimension in this research that affects the satisfaction level of students towards the UUM Online Learning. Therefore, UUMIT would be able to use this research to improve the current online learning thus satisfying the needs of the students thus they would be able to study better.

5. REFERENCES

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